## **ORDER**

 Order / Rev:
 212887

 Alt Order #:
 6861351

 Product Desc:
 order

Estimate: C08B

Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 10/05/12 / 10/05/12

Order Type: REG

Primary AE:

Sales Office:

Sales Region:

Print Date 10/22/12 16:16:24 Pag

WOTV

Petry Philadelphia

P-PHI Nat

Agency Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge

Demographic: A35+ Ner
Product Codes: PL2 Orc

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

IN10086/SP6681/TO1332/MO1041

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	25	\$2,600.00	\$2,210.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$2,600.00	\$2,210.00	0.00
Totals	25	\$2,600,00	\$2,210,00	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOTV	5%	\$2,600.00
Market	100%	\$52,000.00

Competitive Share	Share	Total
Competitive Share	Onarc	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,560.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	19%	\$9,880.00
WTLJ	0%	\$0.00
WWMT	37%	\$19,240.00
WXMI	8%	\$4,160.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	28%	\$14,560.00

Ln Ch Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WOTV 10/08/1	2 10/08/12	Daybreak @ 6	CM	6-7a	М	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
		Daybreak @ 6									
NEWS 6A											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	M	2	\$100.00	0.00						
E 2 WOTV 10/09/1	2 10/09/12		CM	6-7a	- T	:30	2	\$100.00 P3	0.00 NM	2	\$200.00

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Order / Rev: 212887 Advertiser: POL/Detroit International Bridge

Alt Order #: 6861351 Product Desc: order **WOTV** 

Flight Dates: 10/08/12 - 10/14/12 Estimate: C08B

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Daybreak @ 6 Daybreak @ 6										
NEWS	6A												
Sta Week: 10/	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Ratir							
E 3 WOTV		10/14/12 2 10/10/12	Daybreak @ 6	CM	\$100.00 6-7a		00 W	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
			Daybreak @ 6	· · · ·	0.0			.00	_	ψ.σσ.σσ.σ	0.00	_	Ψ200.00
NEWS (		End Data	Maakdaya	Cnoto/Mode	Doto	Doti	. ~						
Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 2	Rate \$100.00	Ratir 0.							
E 4 WOTV	10/11/1	2 10/11/12	Daybreak @ 6	CM	6-7a		T	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
NEWS	<b>6</b> Λ		Daybreak @ 6										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
Week: 10/		10/14/12	T	2	\$100.00		00						
E 5 WOTV	10/12/1	2 10/12/12	Daybreak @ 6	CM	6-7a		F	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
NEWS	6A		Daybreak @ 6										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	<u>ng</u>						
Week: 10/		10/14/12	F	2	\$100.00		00			#400 00 P0	0.00.1114		<b>#</b> 000 00
E 6 WOTV	10/08/1	2 10/08/12	GMA Good Morning Ar	CM merica	7-9a		M	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
GMA			2004 mening / ii										
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$100.00	Ratir							
E 7 WOTV			GMA	CM	7-9a		00 - T	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
	10/00/1	2 10/00/12	Good Morning Ar	_	, ou		-	.00	_	Ψ100.0010	0.00 14141	_	Ψ200.00
GMA	t D-4-	Fred Data	Ma aladaya	Consta ///a ala	Data	D-4							
Sta Week: 10/	rt Date /08/12	End Date 10/14/12	<u>Weekdays</u> - T	Spots/Week 2	<u>Rate</u> \$100.00	Ratir 0.	<u>19</u> 00						
E 8 WOTV	10/10/1	2 10/10/12	GMA	CM	7-9a		W	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
GMA			Good Morning A	merica									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	na						
Week: 10/		10/14/12	W	2	\$100.00		00						
E 9 WOTV	10/11/1	2 10/11/12	GMA	CM	7-9a		T	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
GMA			Good Morning Ar	merica									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir							
Week: 10/		10/14/12	T	2	\$100.00		00 E	.20		\$400.00 D2	0.00 NIM	2	¢200.00
E 10 WOTV	10/12/1	2 10/12/12	GMA Good Morning A	CM merica	7-9a		F	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
GMA			3										
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week 2	<u>Rate</u> \$100.00	Ratir 0.							
E 11 WOTV				CM	8-9a		S-	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
			GMA Saturday							,			*
GMA S	AT irt Date	End Data	Wookdays	Spots/Mook	Poto	Potis	20						
Week: 10/		End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$100.00	<u>Ratir</u> 0.							
E12 WOTV	10/14/1	2 10/14/12	GMA Su	CM	8-9a		S	:30	2	\$100.00 P3	0.00 NM	2	\$200.00
GMA SI	LIN		GMA Sunday										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	ng						
Week: 10/		10/14/12	S	2	\$100.00	0.							
E 13 WOTV	10/14/1	2 10/14/12	News 8 @ 6 Wee		6-630p		S	:30	1	\$200.00 P4	0.00 NM	1	\$200.00
NEWS	SUN 6P		News 8 @6 Wee	reliu									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir							
Week: 10/	08/12	10/14/12	S	1	\$200.00	0.	00						00.55
											Totals	25	\$2,600.00